WHAT IS CLAIMED IS:

1. A method for employing private content in an email message for recipients, the method comprising:

    identifying an instance of the private content in the email message;

    associating the instance with a recipient of the recipients; and

    generating emails for the recipients, wherein the emails are redacted to display the email message with the instance when routed to the recipient and to exclude the instance when routed to another recipient of the recipients.

2. The method of claim 1, further comprising transmitting the emails to the recipients.

3. The method of claim 1, wherein identifying the instance comprises identifying a mark adjacent to the instance, wherein the mark is indicative of a bounding edge of the instance.

4. The method of claim 1, wherein identifying the instance comprises identifying the instance as a highlighted portion of text in response to a command from a user.

5. The method of claim 1, wherein associating the instance comprises interacting with a user to associate the recipient with the instance.

6. The method of claim 5, wherein interacting with the user comprises prompting the user to select the recipient from the recipients.

7. The method of claim 5, wherein interacting with the user comprises prompting the user to select the recipient from an address book.

8. The method of claim 1, wherein generating emails comprises generating an email having hypertext markup language code that is configured to display the instance in response to routing the email to the recipient.

9. The method of claim 1, wherein generating emails comprises removing the instance from the email message.

10.   An apparatus for employing private content in an email message for recipients, the apparatus comprising:

a content identifier to identify an instance of private content in the email message;

a content associator to associate the instance with a first recipient of the recipients; and

5   an email generator to redact the email message to display the email message with the instance when routed to the first recipient and to exclude the instance when routed to another recipient of the recipients.

11.
~~10.~~   The apparatus of claim 9, further comprising a messaging gateway to transmit the first email to the first recipient.

12.
10   ~~11.~~   The apparatus of claim 9, wherein the content identifier comprises a mark identifier to search the email message for a mark, the mark being indicative of a boundary of the instance.

13.
~~12.~~   The apparatus of claim 9, wherein the content identifier is configured to parse a table, wherein the table identifies a location of the instance in the email message.

14.
15   ~~13.~~   The apparatus of claim 9, wherein the content associator comprises a dialogue to interact with a user to associate the first recipient with the instance.

15.
~~14.~~   The apparatus of claim 9, wherein the content associator is configured to generate an index associating the first recipient with a location of an instance in the email message.

16.
~~15.~~   The apparatus of claim 9, wherein the email generator comprises a content redactor to
20   generate hypertext markup language code that is configured to display the instance in response to routing the email to the first recipient.

17.
~~16.~~   The apparatus of claim 9, wherein the content redactor is configured to remove the instance from text of the emails unless the email is routed to the first recipient.

18.
17.   A machine-accessible medium containing instructions, which when executed by a machine, cause said machine to perform operations, comprising:

    identifying an instance of private content in an email message composed for recipients;

    associating the instance with a recipient of the recipients; and

5   generating emails for the recipients, wherein the emails are redacted to display the email message with the instance when routed to the recipient and to exclude the instance when routed to another recipient of the recipients.

19.
18.   The machine-accessible medium of claim 17, wherein the operations further comprise transmitting the emails to the recipients.

20.
10   19.   The machine-accessible medium of claim 17, wherein identifying the instance comprises identifying a mark adjacent to the instance, wherein the mark is incorporated into the email message by a user and is indicative of a bounding edge of the instance.

21.
20.   The machine-accessible medium of claim 17, wherein identifying the instance comprises identifying the instance as a selection of text in response to a concurrent command from a
15   user.

22.
21.   The machine-accessible medium of claim 17, wherein associating the instance comprises interacting with a user to associate the recipient with the instance.

23.
22.   The machine-accessible medium of claim 17, wherein generating emails comprises generating an email having hypertext markup language code that is configured to display
20   the instance in response to routing the email to the recipient.